

CLAIMS:

1. A backcard for hanging and for providing information about an article to be hung comprising:

a card body;

an inner layer for attaching to an article;

an outer layer secured to the inner layer having an upper portion and a lower portion;

a hanging feature in the upper portion of the outer layer which is movable from a position in the plane of the outer layer to an extended position out of the plane of the outer layer for hanging the card and the article attached thereto;

a lower half of the card having a surface for receiving indicia thereon; and

indicia related to the article covering a substantial area of the lower portion of the back card related to the article.

2. A backcard in accordance with Claim 1 wherein the inner layer covers the area behind the hanging feature when the hanging feature is in its extended position.

3. A backcard in accordance with Claim 1 wherein the indicia cover at least one-half of the outer layer of the backcard.

4. A backcard in accordance with Claim 1 wherein:
a cut out portion in the outer layer adjacent the hanging feature allows grasping of the hanging feature and pulling it outwardly to its extended position.

5. A backcard in accordance with Claim 4 wherein the hanging feature comprises:

a hanging tab formed in the outer layer and having edges formed by weakened lines which tear to separate the tab from the outer layer as the tab is pulled away from the inner layer and into the extended position.

6. A backcard in accordance with Claim 1 comprising:

a fold line joining the hanging feature to the outer layer adjacent an upper edge of the backcard.

7. A backcard in accordance with Claim 1 comprising:
a tear strip in the outer layer which is tearable to provide access to beneath the outer layer.

8. A backcard in accordance with Claim 7 comprising:
indicia located behind the tearable strip and hidden by the tear strip until the tear strip is torn.

9. A backcard in accordance with Claim 8 wherein:
the indicia is on the inner layer and is revealed by tearing the tear strip.

10. A backcard in accordance with Claim 7 wherein:
a utensil is provided behind the tear strip and carried by the backcard.

11. A combination of a backcard and food product container comprising:
a molded plastic container comprising a top wall and a plurality of separate compartments each containing a food product therein;
a removable cover over said top wall and said compartments said cover having transparent portions to allow viewing of food product;
a separate base portion on each of the container compartments;
a backcard adhesively secured to all of the base portions of the compartments to provide a bottom support surface covering most of the bottom of the container;
a hanging feature in the backcard that does not protrude beyond surrounding backcard material, allowing the container to be laid flat on a planar surface, said hanging feature being and capable of being pulled outward from the surrounding backcard material and pivoted about 180° to allow the container to be hung therefrom ;

a major portion of the backcard being planar and free of holes; and
indicia related to the food product being present on the major portion of the
backcard.

12. A combination in accordance with Claim 11 wherein the backcard is
substantially rectangular and free of holes therein except as related to the hanging feature.

13. A combination in accordance with Claim 11 comprising:
an adhesive joining each of the compartment base portions to the card.

14. A combination in accordance with Claim 11 wherein the backcard
comprises:
an inner layer and an outer layer; and
the outer layer having the hanging feature therein and having indicia thereon.

15. A combination in accordance with Claim 11 comprising:
a tear strip in the backcard for tearing from the backcard.

16. A combination in accordance with Claim 11 wherein the indicia
comprises:
a list of nutritional facts about the food product; and
a list of ingredients for the food products in the compartments.

17. A combination in accordance with claim 15 wherein the tear strip may
be torn away to reveal promotional information.

18. A combination in accordance with claim 14 wherein the hanging
feature comprises a generally triangular hang tab having a foldable base line.

19. A combination in accordance with claim 18 wherein said hang tab is capable of extending beyond an edge of surrounding backcard material after being pulled outward and pivoted about 180°.

20. A combination in accordance with claim 19 wherein said backcard further comprises promotional information on inner and outer surfaces of said hang tab, and on the inner layer at a location viewable only after the hang tab is pulled outward.